

(12) INTERNATIONAL APPLICATION PUBLISHED UNDER THE PATENT COOPERATION TREATY (PCT)

(19) World Intellectual Property Organization
International Bureau



(43) International Publication Date
15 September 2005 (15.09.2005)

PCT

(10) International Publication Number
WO 2005/084244 A2

(51) International Patent Classification: Not classified

(21) International Application Number: PCT/US2005/006234

(22) International Filing Date: 1 March 2005 (01.03.2005)

(25) Filing Language: English

(26) Publication Language: English

(30) Priority Data: 60/548,187 1 March 2004 (01.03.2004) US

(71) Applicant (for all designated States except US): MOD-STREAM, LLC [US/US]; 1301 Battery Brooke Parkway, Richmond, VA 23237 (US).

(72) Inventors; and

(75) Inventors/Applicants (for US only): MACDONALD, Frederic [US/US]; 614 11th Street, Santa Monica, CA 90402 (US). HLADECEK, Joel [US/US]; 6260 West 3rd Street, Apt. 305, Los Angeles, CA 90036 (US). YOUNG, Albert [US/US]; 13900 Tumberry Court, Midlothian, VA 23113 (US).

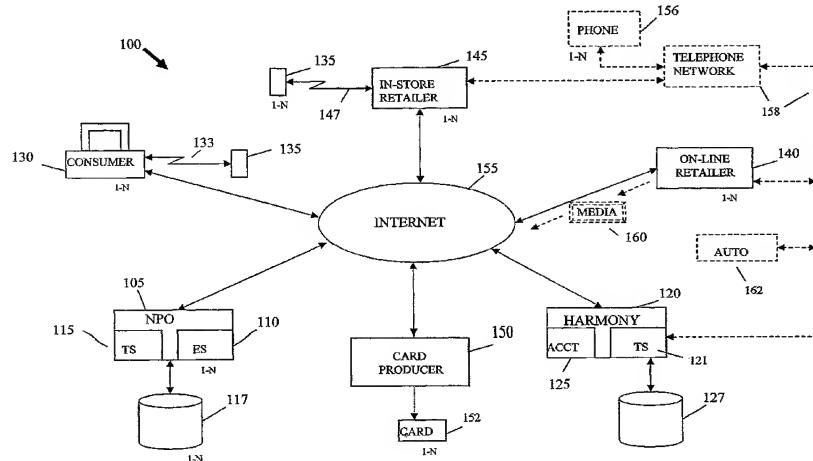
(74) Agent: GROSS, Charles, J.; McGuire Woods LLP, 1750 Tysons Boulevard, Suite 1800, McLean, VA 22102 (US).

(81) Designated States (unless otherwise indicated, for every kind of national protection available): AE, AG, AL, AM, AT, AU, AZ, BA, BB, BG, BR, BW, BY, BZ, CA, CH, CN, CO, CR, CU, CZ, DE, DK, DM, DZ, EC, EE, EG, ES, FI, GB, GD, GE, GH, GM, HR, HU, ID, IL, IN, IS, JP, KE, KG, KP, KR, KZ, LC, LK, LR, LS, LT, LU, LV, MA, MD, MG, MK, MN, MW, MX, MZ, NA, NI, NO, NZ, OM, PG, PH, PL, PT, RO, RU, SC, SD, SE, SG, SK, SL, SM, SY, TJ, TM, TN, TR, TT, TZ, UA, UG, US, UZ, VC, VN, YU, ZA, ZM, ZW.

(84) Designated States (unless otherwise indicated, for every kind of regional protection available): ARIPO (BW, GH, GM, KE, LS, MW, MZ, NA, SD, SL, SZ, TZ, UG, ZM, ZW), Eurasian (AM, AZ, BY, KG, KZ, MD, RU, TJ, TM), European (AT, BE, BG, CH, CY, CZ, DE, DK, EE, ES, FI, FR, GB, GR, HU, IE, IS, IT, LT, LU, MC, NL, PL, PT, RO, SE, SI, SK, TR), OAPI (BF, BJ, CF, CG, CI, CM, GA, GN, GQ, GW, ML, MR, NE, SN, TD, TG).

[Continued on next page]

(54) Title: SYSTEM AND METHOD FOR FACILITATING FUND-RAISING THROUGH ONLINE DIGITAL MEDIA CONTENT SALES



WO 2005/084244 A2

(57) Abstract: A system and method for managing fund raising activities by various types of organizations through the promotion and sale of digital media content is provided. Vouchers or media cards, for redemption of songs, videos, animation, games, etc., may be provided to non-profit organizations or other organizations for subsequent sale to consumers to raise monies associate with an event or promotion. The vouchers may have an identifier that permits a consumer to redeem the voucher either on-line (e.g., a web site) or through in-store locations. The vouchers may be tracked and accounted for along the process and checks are made to determine validity of a voucher presented for redemption. When a valid voucher is redeemed, a download of the associated digital media may occur to a consumer's device. Accounting of fees received and paid to media providers and the organizations may also be provided.



Published:

— without international search report and to be republished upon receipt of that report

For two-letter codes and other abbreviations, refer to the "Guidance Notes on Codes and Abbreviations" appearing at the beginning of each regular issue of the PCT Gazette.